

Ask the Expert — Your Local Apple Dealer

Apple has a nationwide network of more than 600 dealers and service centers. There's probably one located near you. Your local dealer understands your needs and is in the best position to individually address them.

If you're undecided about which Apple system best fits your requirements, visit your dealer for a personal demonstration. Talk to him about what you want your system to do for you. Then tell him you want to put an Apple to work. He'll do the rest.



APPLE: EXCELLENCE IN PERSONAL COMPUTERS

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Apple Personal Computer Systems

For the Way You Live and Work



Apple Power

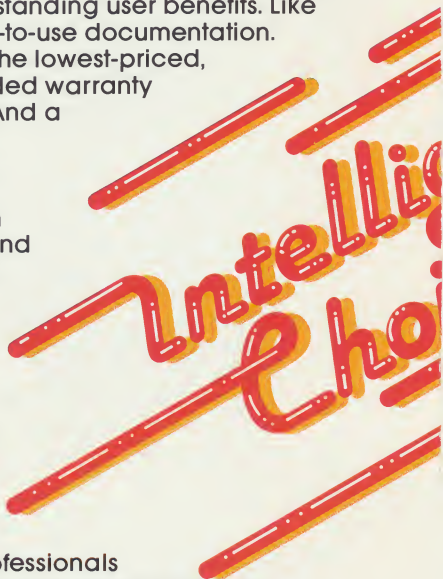
Your Best Investment

If you're thinking about buying a personal computer, stop. Think about buying an Apple Personal Computer System. Why Apple?

Apple has become the innovative leader in personal computers by designing systems with you in mind. Whether you're a skilled computer user or a beginner, you'll appreciate Apple's outstanding user benefits. Like extensive, easy-to-use documentation. Local service. The lowest-priced, optional extended warranty in the industry. And a demonstrated commitment to continued user support through new products and enhancements.

The Apple Personal Computer is designed for growth. That's why it's a system, not just a computer — with the accessories professionals look for. And attachment is quick and easy. No complicated installation procedures to follow. No control programs to write. No additional power supplies or electronics required.

But hardware is only half the story. Think about what you want your system to do for you. Then look at the library of programs available. A small business owner can put an Apple on the payroll to manage accounts receivable and maintain the general ledger. A financial planner can use it to cut



Apple II

The Most Popular Personal Computer In Its Class

This is the one that started it all. The quality, performance, and user support that made Apple II the number-one selling, full-feature system in the world are keeping it the most sought-after system anywhere.

- Overwhelmed by the cost of maintaining your accounting records?
- Can't seem to find time to help your slower students with math and spelling?
- Tired of drawing and re-drawing charts and graphs for presentations?

Turn to Apple II, the personal computer system with solutions to these problems — and more. It's the smart answer to educational, industrial, home management, and many business computing needs. If you want to own the very best personal computer available, choose the Apple II Personal Computer System.



Apple III

The Most Powerful Professional Computer In Its Class

Introducing Apple III, the system that will revolutionize the way you think about personal computers. If you're serious about personal computing and have some complex application needs, Apple III is designed for you.

- Frustrated that the paperwork bottleneck resists your best efforts to unclog it?
- Stymied by the rising costs of developing accurate forecasts and budgets?
- Losing business because you can't keep your prospective customer list current?

Turn to Apple III, the powerful solution to problems of all shapes and sizes. Apple III is the most flexible tool you'll find to increase productivity. And, in the tradition of all Apple products, it is easy to learn, simple to use, and backed by unparalleled user support. If you want to own the very best desk-top professional computer available, choose the Apple III Professional Computer System.



forecasting and budgeting time in half. An office manager can put an Apple to work for full function word processing. An engineer or scientist can use it in the lab to model physical processes and perform data analysis.

An educator can enroll an Apple to develop courseware and teach computer science. And in the home, a family can use an Apple for everything from managing the household budget to helping with homework.

Concerned about language capability? Don't be. All Apples speak BASIC, the ideal language for beginning programmers. So you can write your own software, or take advantage of the thousands of BASIC programs already available. And that's not all. There's Apple Pascal for the advanced programmer. PILOT for the courseware author. FORTRAN for the scientist. And more.

Apple offers solutions to all your creative and professional computing needs. If you want to make your working time more productive, your learning time more exciting, and your leisure time more entertaining and creative, put an Apple Personal Computer System into your life.

Interested? Take a look at what Apple has in store for you.



Why Apple II?

Special Features and Performance

A System that Works For You

The Apple II Personal Computer System has been designed with your needs in mind.

For the small business owner, effectively managing the books means profitably managing the business. But often, accounting work is confusing, tedious, and time-consuming.

Solve that problem with Apple II. The Apple II Business System will cost-effectively maintain your general ledger, accounts receivable, and accounts payable records – and allow you to react more quickly to items affecting the financial health of your business. The result: a more profitable "bottom line."

For the educator, successfully preparing students for the world in which they'll live is a substantial personal achievement. Because computers will be an important part of that world, computer literacy should be a part of that preparation. Often, however, tight budgets prevent a teacher from using computers in the classroom.

Solve that problem with Apple II. It's the ideal way to introduce students to computer capabilities. An Apple II Personal Computer System is rugged, reliable, and affordable. And, because programming the Apple II is an exercise in the skill of problem-solving, students become more clear thinking, logical, and thorough. The result: better preparation for the world of tomorrow.

And the applications don't stop there. You can use an Apple II to manage a personal investment portfolio. Create detailed charts and graphs. Program in several different languages. And more. There's just no end to what an Apple II Personal Computer System can do for you.

Say It In Color

Apple II's advanced graphics hardware provides brilliant, effective color displays. It lets you use multi-color charts and diagrams to "humanize" your programs, communicate information quickly, and increase interest and comprehension.

Apple's high-resolution (54,000-point) graphics help you explore applications ranging from architectural design to video games. Detail your diagrams with arrows, Greek letters, or special symbols. Or create your own unique character sets. Apple II makes it easy.

Sound Adds a New Dimension

Apple II's built-in speaker lets your computer speak for itself. Most programs use sound to prompt you for input, warn you of errors, or simply entertain you. In your own software, you can include sound wherever and whenever you wish. You can even create computer music or simulate the human voice.

A System That Grows with You

Apple II is designed to grow with your needs. Want to add memory, a printer, or a disk drive? Easy. Modular design lets you add accessories whenever you want. And plug-in installation takes just minutes.

BASIC: The Language That Makes Programming Easy

A fast, powerful BASIC language is built into every Apple II system. Applesoft Extended BASIC, resident in Apple II Plus computers, is ideal for the majority of BASIC programming applications. Integer BASIC, resident in Apple II computers, is well suited to entertainment use. Its high performance makes realistic animation possible.

If you're new to programming, you'll find that Apple makes it easy to learn. Comprehensive, illustrated manuals – the most complete on the market – teach you to write your own programs step-by-step. If you've programmed before, you'll like the choices from Apple's library of languages – Pascal, PILOT, FORTRAN, and more.

The Apple II Personal Computer System. Practical. Versatile. Affordable. It's the system you've been looking for.





Why Apple III?

A Highly Integrated System

Special Systems for Special Applications

Apple III is available in specific configurations to meet your requirements.

The Apple III Information Analyst has been specifically designed to tackle the time-consuming tasks of budget development, forecasting, scheduling, pricing, return-on-investment, time value of money, and other activities. You can ask "what if...?" as often as you wish, to solve thousands of different problems. The Apple III Information Analyst offers work saving features that make it the most powerful, easy to use timesaver available.

The Apple III Word Processor has been human-engineered from the ground up for full function word processing. It offers state-of-the-art features that rival those of systems selling for \$10,000 and more. With its extensive editing, formatting, and printing capabilities, the Apple III Word Processor is the last word in personal computer word processing.

Professional Features for Professional Needs

Apple III offers all the features that have made the Apple II the world's most popular full-feature personal computer. Like high-resolution color graphics to differentiate data. A sound capability to indicate errors or request input. And system modularity for quick and easy expansion.

Apple III also offers an 80-character, upper/lower case display for easy text formatting. Up to 128K characters (bytes) of RAM for increased data handling. Four dedicated cursor keys for single-keystroke cursor movement. And a sculptured keyboard for fast data entry.

Integrated Data Storage – A built-in disk drive makes the Apple III a compact, space-saving unit. And Apple III's Sophisticated Operating System (SOS) provides faster data retrieval and storage – increased productivity for you.

Integrated Interfaces – Apple III's built-in interfaces offer you cost savings and con-

venience. The serial interface allows your Apple III to communicate with a letter-quality printer or other serial accessory; the Silentype™ interface supports direct connection with Apple's Silentype thermal printer. You don't need to buy interface cards or use any of the expansion slots in your Apple III for attaching these products.

Integrated Numeric Pad – For fast, easy, numeric data entry, Apple III has a built-in, calculator-style numeric pad. Enter figures as you would when using a standard calculator. It's that easy.

Integrated Clock/Calendar – If you've ever revised a budget or letter and forgotten which copy was the revision, you'll appreciate Apple III's built-in clock/calendar. It automatically date stamps your files. Long-life replaceable batteries keep the clock/calendar running even when the Apple III is unplugged.

Apple Business BASIC

Apple III systems offer Apple Business BASIC, a versatile and friendly programming language that's easy to learn. With Apple Business BASIC, you can put thousands of other BASIC programs to work for you, too. Or you can write your own programs and take advantage of Business BASIC's improved formatting capabilities.

If you've programmed before, you can choose from other languages in the Apple software library, including UCSD Pascal™. Since UCSD Pascal is recognized as the microcomputer industry standard, using it as a basis for Apple Pascal gives a user portability. It is this portability and the ease of maintaining Pascal programs that has led Apple to use Pascal for all software currently under development.

Apple II Emulation

A special emulation capability "converts" an Apple III system to an Apple II in just seconds. This means greater flexibility for you, because most programs designed for the Apple II will run on an Apple III in emulation mode.

The Apple III Professional Computer System. Practical. Versatile. Affordable.

It's the system you've been waiting for.

™UCSD Pascal is a trademark of the regents of the University of California.